LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 2352-B1 - (DOUBLE HEADER) - Req. No. M12893 - Page, 4/C - (7 x 10 inches)
Printed in U.S.A.
National Size Magazines, 1989 (MEMPHIS ONLY)
(604)

Double header.

Some cigarettes offer you good taste.
Others have low tar. Thanks to Enriched Flavor,™
Merit gives you both: rich, satisfying flavor and up to 27% less
tar than other leading lights. That's two for the
price of one. Peanuts not included.

Enriched Flavor,™ low tar. A solution with Merit.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

© Philip Morris Inc. 1989

Kings: 8 mg "tar," 0.6 mg nicotine
av. per cigarette by FTC method.

2061193151

Source: https://www.industrydocuments.ucsf.edu/docs/qfix0001

2061193151